Research Proposal of the Thesis Entitled

The Role of Artificial Intelligence in Shaping Consumer Behavior in Luxury Fashion Brands

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By

Khushboo Sharma
Enrollment No: - 202202008

Under the guidance of

Dr. Niharika Maharshi

(Associate Professor)

&

Dr. Swati Gupta (Co-Guide)

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1. INTRODUCTION

What?

The luxury fashion industry now can proudly boast a transformational shift that has taken place mostly in the last two decades which closely resembles innovations within the technology sector beyond (Chien et al., 2020; Kumar et al., 2023). This story of advancement recounts history, impelling the transformation from manual setups to modern machinery automated setups.

AI, a sub-field of science and technology has taken the world across another course through its impact on numerous industries (Aiken & Epstein, 2000). Understanding Artificial Intelligence, using AI to make computer systems think and perform tasks in a robotic style is one thing but when we fit that into luxury fashion brands it becomes interesting. This gave AI the power to perform functions that work for traditional human cognition activities like understanding fashion trends, predicting consumer preferences and improving other elements of fashion production and retail operations.

AI in luxury fashion operate on the principle that it should translate across a variety of human responses, and be able to grow based on experiences from those reactions while also constantly absorb tremendous amounts of Data—big data (Kaplan and Haenlein, 2020). Through the use of this AI technology, luxury fashion brands develop more operational capabilities and make smarter decisions that provide a unique tailored experience to their clients. While it helps luxury fashion in operational efficiencies, its influence is also felt in the areas of trend forecasting, design optimization and customer engagement. Not only does this streamline the design to production processes, it also helps save our planet by cutting waste thanks to more precise inventory management.

Luxury fashion is adopting AI technology, pioneering a new palette of innovation that blends traditional craftsmanship with bleeding-edge technology. In addition to forwarding

our industry, this integration also creates a more sustainable and consumer-oriented vision in the uber-competitive space of luxury fashion. This partnership is opening up a new era, where technology and creativity just coexist on top of each other but also enhance the intrinsic values for brands as well as for the consumers in this glamorous and dynamic industry.

When?

Luxury fashion brand integration of artificial intelligence (AI) has seen a quick and transformative growth centered mainly around new consumer experiences and several other aspects of the industry (Chen, 2018; Dhieb et al., 2020; Yu & Zhou, 2021; Merhi, 2022). In luxury fashion domain and specifically when it comes to trend analysis and consumer preference prediction (Sqalli & Al-Thani, 2019; Zhou et al., 2020), AI has been proven to be a stronger contender than other traditional methods owing to its unique advantages of being faster, simpler, more reliable, and diligent.

Where?

While the roots of artificial intelligence go all the way back to antiquity with stories that describe human-like machines, it was not until after the second world war that the concept had its first technological breakthrough. But it was the beginning of the last century when a separate group started taking AI as their field of study. In luxury fashion, AI works to forecast trends, optimize designs and provide customers with unique experiences tailored directly to them — altering the look of the industry and providing essential cogs in its evolution (McCarthy et al., 1982).

Why?

This common denominator between luxury and AI demonstrated in the fashion industry highlights a core underpinning that appeals to traits such as elitism, novelty and intricacy of consumer behavior. Findings will corroborate this commonality, but luxury is slippery; and difficult to define as a moving target. The addition of AI integration to luxury fashion breaks new ground, however and disrupts much more than the way consumers shop. AI is also proficient in comparing patterns and decrypting data, which helps out the luxury brands with some valuable insights into the consumer behaviors and market trends. This knowledge is what allows brands to deliver personalized experiences and also know-it-all be prepared for

anything that has to do with regional nuances, cultural factors which results in the wide canvas of luxury perception. These arguments are complicated by the fact that luxury is ever-changing, and heavily context-specific luxury is further developed by AI technologies (Cristini et al., 2017).

How?

Nowadays, AI systems find application from decision making process in luxury fashion brands and they are designed intricately to work like human cognitive functions. These systems are powerful enough to analyze large amounts of data, identify complex patterns and generate accurate predictions or recommendations as a result. AI demands the merger of deep learning with sophistication at an algorithmic level, joined to a level of SoC integration that goes far beyond what has previously been used in luxury fashion (McCarthy and Hayes 1982). The way that AI is being more widely applied has served to effectively guide the future of designing fashion, producing it and interacting with consumers along every step. AI is reshaping the luxury fashion universe, from tailored trend analysis to unique experiences, AI drives innovations that respond to the dynamic needs of the sector (Maduri et al., 2020; Comito et al., 2020).

2. REVIEW OF LITERATURE

Even though the other related studies have painted a rosy picture of increased capabilities, along with opportunities for AI in the future **(Liu et al., 2020; Shaban-Nejad et al., 2021),** it is essential to realize that AI brings several challenges and long-lasting issues, particularly when it comes to integrating complex consumer behavior settings along with machine learning-supported AI interventions as seen earlier on luxury fashion brands. However, it has been accompanied by manifold risks and challenges — from system errors potentially leading to consumer dissatisfaction (Aljaaf et al., 2015; Srivastava & Rossi, 2019; Madanan et al., 2021; Dwivedi et al., 2021), through data access restrictions due to privacy concerns of consumers up to ethical, legal, and marketing issues of decision-making based on AI in regard of consumer preferences and fashion trends.

However, even with these challenges, the ability of AI to support predictive modeling within the luxury fashion ecosystem is one of its major advantages in helping drive improved consumer engagements. For example, applications have been made available to the consumer

for him/her to manage his/her fashion choices, and therefore evidence-based decision as choice of clothes, accessories preferences (Antoniou et al., 2018; Jaiman & Urovi, 2020; Samuel et al., 2022). Yes, because however early trend detection and consumer profiling might be in luxury fashion derived by multiple AI-applications at various settings to satisfy across preferences guaranteeing the results are accurate, fast and consistent. **(Ribbens et al., 2019; Sasubilli et al., 2020; Jahan and Tripathi, 2021).**

AI fundamentally acts via a wide range of comparison mechanisms with Big Data where consumer-data is compared against countless datasets in other consumer situations and contents digitally stored (Charan et al., 2018; Somasundaram et al., 2020). This autodidactic mechanism detects patterns and provides fashion practitioners with data to substantiate their styling and marketing strategies (Woo et al., 2021). In addition to simplifying these complex fashion processes, AI technologies also increase the efficacy of their marketing administration. **(Deng et al., 2019; Daltayanni et al., 2012).**

(Murphy et al., 2021) After elucidating the prior section, this section provides an overview of different aspects — the benefits (including economic), challenges, methodologies and functionalities of AI in luxury fashion — that have been discussed regarding the foundation in a systematic review carried (Murphy et al., 2021). Nonetheless, additional research is needed if a full theoretical and practical understanding of AI is to be achieved (Chen et al., 2020; Johnson et al., 2022). Latest learnings on the effect of AI: Rights and responsibilities for designers

(Yang, 2018; McGregor, 2020), concepts of privacy protection (Wang, et al, 2020; Zhou, et al, 2021), ethical issues related to the storage, processing editing and sharing fashion data have not been implemented fully yet. Governmental legislative regulations can also be another way to ensure the availability of fashion data (Gomoi and Stoicu-Tivadar, 2010; Bhaduri et al., 2011). The importance of machine learning and expert systems should not overshadow the related problematics facing Big Data in terms of how to deal with ethical collection of raw data from consumers and fashion houses (Liu et al. 2020, Shaban-Nejaditei et al 2021). This requires setting the etiquette for tech development and fashion applications in order to get the maximum out of AI technology in luxury fashion. Specifically, this work aims to present the current context on AI application in luxury fashion, including a comprehensive review of the literature that addresses how AI is used on luxury fashion consumer behavior; and demonstrate a classification framework to understand the advantages and disadvantages, methods, and capabilities possible when using AI into luxury fashion

customer behavior in order to meet this objective.

(Menon, 2012; Kim and Davis, 2013) Andre Leon Talley, the former editor for Vogue magazine and writer of Chiffon Trenches: noted a powerful shift in sustainable marketing on the fashion scene. It described how Artificial Intelligence (AI) with data analytics, algorithms and machine learning could be utilized to enhance decision-making and processes creating sustainable outcomes. Through the use of data analytics, algorithms, and machine learning, AI gets rid of human errors in decision-making and operations to build sustainable results.

(Feldman, 2013) Research provided an overview of how this can be applied to AI processing enormous datasets that has the capability for fashion companies to learn millions of in-depth insights about their consumers and better predict trends, or even craft perfect marketing tailored to appeal to a wide audience — with products made sustainable. There is also significant transformative potential for AI in supply chains themselves, adding productivity savings, reducing waste and endorsing the ethical sourcing and production.

(Rathore, 2016) It explores how AI in sustainable fashion marketing is disrupting the supply chain dynamics fundamentally. "Consumption transparency supports natural flow of branding with genuine consumption, increasing aptitude for operations," She added. This paper aims to explore the Artificial Intelligence Revolution in the fashion supply chain by emphasizing on sustainability.

(Thompson, 2013) mentioned that while marketing in the fashion industry, the incorporation of enhanced technologies particularly Artificial Intelligence, is very important. This emphasizes the transformative impact of AI on the global fashion industry's supply chain operations, reflecting an increasing reliance on technology to shape sustainability practices.

Park (2014) The current study explored the complex role of AI beyond its rapid data processing capabilities. In the context of fashion marketing, AI emerges as a catalyst for predicting consumer behavior, optimizing operations, and fostering increased value creation. As highlighted by Thompson (2013), the precision and efficiency of AI stand to revolutionize customer targeting, inventory management, and the scalability of sustainability practices.

Rathore (2016) The title "mainstream adoption of sustainable fashion" reveals that the study aligns with growing consumer demands for ethical and environmentally friendly products. This advocates for a transformative approach within the fashion supply chain, emphasizing the need to decrease waste and enhance transparency.

Gupta (2015) Finds that the transformative power of AI is in translating objective sustainability into measurable outcome. — Ideas from members from our first round of check out process & brainstorming session The research points out how AI is pivotal to reshaping the search engine role of the fashion industry and replacing it with data-driven actions along sustainable lines, rather than traditional marketing strategies. Choi (2015) seeks to cover a full spectrum, illustrating bi-part growth of technology and sustainability in the discipline of fashion marketing via practical marketplace examples.

Díaz et al. (2019) The study elaborated on how the AI power technology can be transformational in reducing the time in understanding consumer behavior for luxury fashion brands. It is no secret that AI automation has pathed the way for making it easier to identify trends faster, meaning even the initial phases of any recent trend development in fashion have been a made a much seamless process than before. In an analysis of how consumer behaviors have changed in luxury fashion, AI has been the key to understanding what people actually want and need for their closets that would also help reduce redundancy when shopping for simple “sweatpants” or a unique Milanese innovator.

P. Agrawal (2018) This research showed that large luxury fashion brands started using AI technologies to extend their consumer behavior studies. Take, for example, top brands like Chanel who already use AI (IBM Watson) to detect emerging fashion trends. Conversely, collaborations with AI platforms like Exscientia and GNS Healthcare give luxury brands such as Gucci and Louis Vuitton access to consumer choice insights that drive more innovative design. Said partnerships act as a testament to the industry realizing AI may revolutionize how consumer behavior can be analyzed in luxury fashion.

Chan et al. (2019) Advocates of AI-centric tactics foresee a new age in which luxury fashion consumers have been understood better due to the efficiencies, cost-effective and speediness. So, whilst there is some skepticism around Artificial Intelligence and machine learning technologies in the review of consumer behavior within luxury fashion, the sentiment among those like land of Luxe is that increased roles for AI and machine learning are coming. While bringing some challenges with it, the blend of all these tools and potential automation with them together seem to become a phase change for fashion experts.

Shaheen (2021) Open science through cross-border multistakeholder collaboration will diffuse information much faster and amplify capacity building of luxury fashion brands in AI applications that inform consumer behavior. One of those, in use for early detection and evaluation of consumer preferences and market trends, was the Consumer Behavior

Intelligence Network using open-source data.

Sucharitha & Chary (2021) Comprising big names from the luxury fashion world, global organizations and research bodies, this network is evaluating and disseminating real-time data on consumer behavior events in a bid to move towards a culture of collaboration — as opposed to competition — earlier in identifying trends. Fashion analysts say that establishment of global standards and interoperable databases creates more unified responses and decision-making among all involved — whether it be on a global, national or local scope. With changes in consumer behavior, it is necessary to consider the different demographic aspect and preferences among demographics linking with fashion brand resource capacity, marketing strategies along environmental reasons and societal premonition over the trends of consumer behavior (Sucharitha & Chary, 2021).

Shaheen (2021a); Luengo-Oroz et al. (2020); Harrer et al. (2019) In this work, the researchers note that while luxury fashion consumer behavior data sharing is widespread, few initiatives share trained AI models for a variety of applications. Addressing challenges

such as the complexity of different computational needs, design constraints, infrastructure requirements and documentation deficiencies that impact on ensuring models can be re-used; verifiable and interpretable; how to handle concerns about confidentiality and intellectual property etc. The practical utilization of these models may be accelerated by the disclosure and sharing of pre-trained and validated AI models, from understanding to predicting luxury fashion consumer behavior across different contexts. These include models for fashion trend forecasting, consumer preference analysis, misinformation sinks on social media and knowledge graph construction from massive text corpora of fashion literature and academic papers.

3. PROBLEM DEFINITION

Present literature shows a significant gap in the understanding on how artificial intelligence (AI) shapes the consumer behavior among luxury fashion brands. Research in this space is filled with challenges and problems. One of the biggest concerns is ethics – what does it mean when AI/ML algorithms are making purchase decisions that concern consumers and how much privacy, transparency and lack of manipulation we should be asking for? The Catch-22 here is that with AI doing so much data collection and analysis on our behavior, personalization also opens the doors for some serious invasion of privacy.

Moreover, the fast-moving terrain in which both luxury fashion and AI are moving increases the likelihood of fads or changing consumer behavior. Thereby, it is necessary to always mold the research methodologies as per the need that gives tangible insights keeping up with the pace of change. Also, measuring how effective AI-driven innovations to combat climate changes are in the long run and what their implications on consumption patterns entail, needs well-informed evaluation and analysis. Global luxury fashion brands have already started to integrate AI into their customer-facing practices, but this is still in its infancy; and, the role that AI will play within them has not been explored at large in a sustainability context.

4. RESEARCH QUESTIONS

1. In how much does artificial intelligence impact consumer decision-making when it comes to luxury fashion brands?
2. How AI-Powered Virtual Try-On Experiences Influence Consumer Perspectives Towards Ecological Luxurious Fashion Items.
3. How do AI-driven data analytics contribute to understanding and predicting consumer preferences for sustainable practices in the luxury fashion market, and what challenges emerge in terms of privacy and data ethics?
4. In what ways can artificial intelligence be leveraged to communicate and educate consumers about sustainable initiatives undertaken by luxury fashion brands, and what factors influence the effectiveness of such communication strategies?

5. HYPOTHESIS

1. Artificial intelligence significantly influences consumer behavior in luxury fashion brands, leading to increased preference for sustainable business practices.
2. Personalized recommendations generated by AI systems positively impact consumer perceptions of sustainability in luxury fashion, increasing interest in eco-friendly products.
3. Virtual try-on experiences facilitated by AI contribute to a more sustainable consumer mindset in luxury fashion, fostering experiential and ethical shopping.
4. Transparency and ethical considerations associated with AI-driven data analytics influence consumer trust in the sustainability efforts of luxury fashion brands.
5. Demographic factors such as age, income, and cultural background mediate the

relationship between AI-influenced consumer behavior and preferences for sustainable practices in the luxury fashion sector.

6. AI-driven communication strategies play a crucial role in shaping consumer awareness and understanding of sustainable initiatives in luxury fashion, influencing purchasing decisions.
7. The effectiveness of AI in predicting and adapting to evolving consumer values regarding sustainability contributes to the long-term success of sustainable business practices in the luxury fashion industry.
8. Challenges related to privacy, transparency, and ethical considerations associated with AI algorithms may moderate the impact of AI on consumer behavior in luxury fashion, highlighting the need for responsible AI implementation.

6. RESEARCH METHODOLOGY

Questionnaire & Survey method; will be used for further research by meeting the customers personally. Also, in few cases where meeting is not possible; using online video platforms like Zoom to conduct and face-to-face questionnaire survey.

The use of a questionnaire which consists of certain applicable questions related to the topic. The relevant Sampling approach will be used to acquire data for this research and possible answers were given by the respondents. Hypothesis will be tested using the relevant tests like Chi-Square, T-Test, ANOVA etc. The test results will form a vital component when the researcher does the analysis & conclusions.

7. EXPECTED OUTCOMES

1. Assess the degree of influence exerted by artificial intelligence (AI) on consumer behavior within the luxury fashion sector, specifically emphasizing its impact on sustainable business practices.
2. Identify → Specific Effects: Uncover the context behind the role of AI in shaping consumer perceptions in luxury fashion (concentrating on sustainability) This includes realizing the potential of virtual try-on experiences and personalized recommendations.
3. Discuss any ethical issues that may arise with the application of AI assistant in high-end fashion, focusing on privacy and the importance of transparency.

4. Examine the use of AI in driving communication of sustainability by luxury fashion brands, to consumers.
5. Carry out a longitudinal analysis to follow shifts in consumer behavior and industry practices that draw us closer to an understanding of current AI-driven sustainability dynamics within the luxury fashion market.
6. Offer actionable advice supported by empirical evidence on how luxury fashion brands can adopt AI to inspire sustainable business models.
7. Assist on creating more educated and sustainable practices amongst both luxury fashion brands and AI developers by providing insights derived from the findings of this study to inform strategic decision-making.
8. Investigate the determinants of consumer trust in AI-supported sustainability, increasing credibility and authenticity of the implementation of such technologies.
9. Remedy state of academic knowledge regarding complex relationships between AI, consumer behavior and sustainability in the context of luxury fashion industry.
10. Promote a more sustainable and Ethical-orientated luxury fashion consumer behavior, grounded in the practical/empirical evidence of an academic investigation process.

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Signature of the Research Scholar

Signature of Research Supervisor